



SOFT SELL for "software" in the computer business has produced for PHI, an Arlington firm, whose officers, left to right, John Cullinane,

director of marketing; Murray Sherry, vice president, and Philip Hankins, president, go over a typical problem.

Computer Job, Phase II

By DONALD WHITE
(Science-Industry Reporter)

The past 10 years have been devoted to those organizations which make computers. The next 10 will be devoted to those companies who know how to use them.

That's the philosophy of Philip Hankins & Co., Inc. (P.H.I.), of Arlington which makes no bones about claiming computer expertise.

P.H.I. is five and growing. Sales have been expanding at the rate of 50 percent a year and topped \$500,000 in the last

year. The firm grew steadily. Repeat business and referrals were enough to increase business by a half each year. Things went so well, in fact, that Hankins found himself

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oratory when he decided to cut loose, started with three employees. Today there are 32 (a 100 percent increase since May) and only one is older than 40. Yet their typical experience in the computer field runs five to seven years.

P.H.I. undertook to develop software for companies and organizations having or wanting to use computers but lacking the knowhow.

"Computer software, as distinguished from hardware, is the language by which the user communicates with the machine," explained John J. Cullinane, director of marketing.

Since these languages are often very complex, specialists, or programmers, are necessary to translate problems into languages the computer can understand.

To P.H.I. it matters little what make of computer is used. If they have no experience with a computer in ques-

including:

Dr. Murray E. Sherry, former director of technical services for Charles W. Adams Associates, as a vice president.

Robert A. Plachta, former director of administration with Aerospace Corp. and more recently with Adams Associates, as director of administration.

Cullinane, who was acting regional director and manager of the computer service division for CEIR, Inc. in the northeast, as director of marketing.

Because of the recruiting P.H.I.'s headquarters, a remodeled house at 800 Massachusetts av., Arlington, became too small. Last week the firm bought adjoining facilities.

The company is still looking for skilled programmers, but such people are apparently scarce. "Future growth will pretty much depend upon availability of qualified people," Cullinane says.

Hankins, a Winchester resident, says the firm's monthly billings have increased 85 percent over the last quarter. The backlog has increased 300 percent. "Everything points to another successful year."

What is more, though, the future of the software business appears rosy. In the past, computer makers have provided software with their machines, and charged accordingly.

But many users had no use

PHILIP HANKINS & COMPANY, INC.

*Computing Consultants*800 MASSACHUSETTS AVENUE
ARLINGTON 74, MASSACHUSETTS

November 27, 1964

Mr. T. Nelson
Systems Consultant
Box 1546
Poughkeepsie, New York

Dear Mr. Nelson:

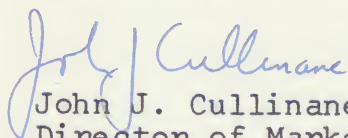
Enclosed please find the brochure which you requested via "Datamation" as well as a copy of a recent newspaper article on PHILIP HANKINS & CO., INC.

This literature should provide you with a fairly good background on PHI. However, in a few words, PHI is a high level group of thoroughly experienced analysts, programmers, and mathematicians who specialize in the development of computer programs and software.

If you would like to discuss PHI's services in more detail please let me know. We would be more than happy to provide you with any additional information necessary.

Please excuse any errors that may appear in the above name and/or address since the source information we receive from "Datamation" may contain some keypunching errors.

Very truly yours,



John J. Cullinane
Director of Marketing

Enclosures
JJC/jan

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An Introduction to ... PHILIP HANKINS & COMPANY, INC.

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WHAT IS PHI? PHI is an organization dedicated to the art and science of information processing. It has gained wide recognition for the successful application of computers to the fullest range of commercial and scientific problems. The core of PHI's broad capability is its professional staff, whose experience encompasses a range of activities from management consulting through analysis and service operations. The high level of staff competence is reflected in the list of knowledgeable and discriminating clients who repeatedly call on PHI for the definition and solution of their processing requirements.

WHO ARE THE PEOPLE BEHIND PHI?



PHILIP C. HANKINS, *President*

Bachelor of Mechanical Engineering, Cornell University
S.M. Applied Mathematics, Harvard University

Founded, and serves as president of, consulting firm offering specialized knowledge of most aspects of computer usage.

Management-level consulting to other firms has included advice on the selection of computing equipment, the staffing and operation of computer facilities, and the design and management of large scientific computing projects. Previously responsible for operation and expansion of digital computer facility for scientific laboratory.

Extensive scientific programming background includes missile guidance simulations, air traffic simulations, Monte Carlo models, numerous engineering design problems, and the design of assembly routines, algebraic compilers and other systems programming.



ROBERT K. HOSKING, *Vice President*

B.A. Mathematics, University of Bridgeport
Graduate study in mathematics, Trinity College

Programming responsibilities have included work on three Monte Carlo models: gamma radiation penetration study, moving target identification problem, and air traffic control investigation. Participated in analysis of and development of programs for one-dimensional multigroup neutron diffusion study, reactor characteristic optimization study, and meteorological and missile guidance equations.



MURRAY E. SHERRY, *Vice President*

B.S. Engineering Physics, Cornell University
A.M. Applied Physics, Harvard University
Ph.D. Applied Mathematics, Harvard University

Has directed projects in the areas of information retrieval, dynamic man-machine communication, real-time computer operation, satellite tracking, nuclear physics, command and control languages, data reduction, and inventory control.

Is the author of many technical papers and a member of numerous professional societies and associations. From 1961 to 1963, was a Gordon McKay Visiting Lecturer at Harvard University, where he conducted a graduate course in mathematical linguistics.

WHAT ARE PHI'S CAPABILITIES?

SCIENTIFIC	COMMERCIAL	DATA PROCESSING	EQUIPMENT FAMILIARITY
Programming Compiler Development Numerical Analysis Real Time Systems Programming Mathematical Model Building Information Retrieval Linear Programming Statistical Analysis Process Control	Programming Systems Design Feasibility Studies Inventory Control Production Scheduling Business Systems Network Planning	Report Generating Payroll Processing Machine Time Dairy Route Accounting Leasing Company Accounting Insurance Agency Accounting	IBM UNIVAC RCA Honeywell Digital Equipment Corp. Computer Control Company General Electric Philco Burroughs Packard-Bell Control Data Corp. Scientific Data Systems

WHAT KINDS OF SYSTEMS HAS PHI DEVELOPED?

Design and writing of various programs for inventory control and economic forecasting.	Design and implementation of an IBM 1401-1410 compiler to provide access to a 3.5 million record file. The client's problem was to enable clerks to call for records which satisfy varying combinations of conditions; the compiler provides a simple input language and produces efficient IBM 1401-1410 object code.	Design, writing and checkout of a complete FORTRAN-type algebraic compiler for a process control computer.
A complete set of programs to produce monthly reports for a leasing company: lease file update, lease summary, charges by customer number, matured lease report, and lease charge report.	Design and programming of an algebraic compiler with special capabilities for handling problems of space mechanics.	A package of weekly route accounting programs for use by dairies, which produces reports ordered by class of dealer, route, product, and poundage to meet Federal Milk Administration requirements.
Design and programming of a dynamic analysis for performance evaluation of a complex mechanical structure.	Programming and daily operation of a complete reporting system and payroll for a retail gasoline chain.	Development of a complete payroll program package including a labor distribution report, which is proprietary to PHI and currently being used by clients of PHI.
Design and programming of a full-scale simulation of ocean shipping.	Design and programming of a prototype production information retrieval system for 100,000 documents and 10,000 terms.	A complete linear programming system for a major oil company.

WHO ARE SOME OF PHI'S CLIENTS?

Arthur D. Little, Inc.
Bay State Petroleum Corporation
Baird-Atomic, Inc.
Bomac Laboratories,
 Division of Varian Associates
Burroughs Corporation
Buttricks Dairy
Cambridge Research Institute
Cabot Corporation
Chandler Leasing Corporation
Channing Leasing Corporation
Computer Control Company
Digital Equipment Corporation
Edwards & Kelcey
Honeywell, Inc.
John Hancock
 Mutual Life Insurance Company
International Business
 Machines Corporation

Massachusetts Institute of Technology
 Instrumentation Laboratory
 Lincoln Laboratory
 Laboratory for Nuclear Science
 Space Sciences Center
Metropolitan Life Insurance Company
The Mitre Corporation
Northeast Airlines
Portsmouth Naval Shipyard
Radio Corporation of America
Sanders Associates, Inc.
Standard-Thompson
Systems Analysis Research Corporation
The Associated Designers, Inc.
Town of Arlington
Town of Winthrop
United Research, Incorporated
United States Air Force
Ware Dairy

PHILIP HANKINS & COMPANY, INC.

Computing Consultants

800 Massachusetts Avenue, Arlington, Massachusetts 02174, MIssion 8-2330
